

*Abstract*

A method and apparatus is provided for automatically deploying data within a website development software application. More particularly, the invention is directed to the automatic retrieval of data upon occurrences of certain events from different sources associated with such a website application during its use and operation. A system that utilizes the invention may work in synchronicity with the application to retrieve and store data that is created, modified or otherwise changed. Unlike other solutions, the automatic synchronization features of the invention provide the ability to retrieve and store data in a manner that is transparent to a user, such as a website developer, giving the user the freedom to develop or maintain a website without concerns over whether and where data may be stored.